

Ans. No  
on March 8 1954

March 5, 1954

ATTN: Station Manager

RE: Beer advertising

Dear Station Manager:

Other than cigarette advertising, nationally and regionally distributed beers have always been one of the most logical prospects for national advertising on COLLEGE RADIO. We would like very much to approach beer advertisers, but we must have a sufficiently large number of stations that will accept such advertising.

When you fill out the attached beer questionnaire consider that on many campuses the newspaper and humor magazine now accept beer advertising.

Please indicate what regional favorite beer you think might be a logical prospect for us to approach. A business reply envelope is enclosed for your convenience; please return the questionnaire promptly.

Very truly yours,

COLLEGE RADIO CORPORATION

March 2, 1954

ATTN: Station Manager

Re: Beer advertising

Dear Station Manager:

Other than cigarette advertising, nationally and regionally distributed beers have always been one of the most logical prospects for national advertising on GOLFIA RADIO. We would like very much to approach your advertising, but we must have a sufficiently large amount of stations that will accept such advertising.

When you fill out the attached beer questionnaire, please let us know how many stations and how many agencies you account for in your advertising.

Please indicate what national favorite beer you think might be a logical prospect for us to approach. A business reply envelope is enclosed for your convenience; please return the questionnaire promptly.

Very truly yours,

JOHN H. KELLY, JR.